

REMARKS

Claims 9 - 14, 16 - 17, and 20 - 23 are pending. Claims 15, 18, and 19 have been cancelled. Claims 9, 11, 13, 14, 16, 17, and 20 have been amended. No new matter has been introduced. Reexamination and reconsideration of the application are respectfully requested.

In the May 12, 2005 Office Action, the Examiner rejected claims 9 - 12 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,950,172 to Klingman (the Klingman reference"). The Examiner rejected claims 13 - 23 under 35 U.S.C. § 103(a) as being unpatentable over the Klingman reference in view of U.S. Patent No. 6,611,842 to Brown ("the Brown reference"). These rejections in so far as they are applicable to the pending claims are respectfully traversed.

Claim 9, as amended, recites:

A computer-readable medium encoded with a program for enabling adaptive product recommendations based on multiple-scale ratings, said program, which when executed, cause a computer to:

acquire post-use multiple-scale ratings from at least one user, said post-use multiple-scale ratings corresponding to at least one product, the one product also being rated by multiple-scale product ratings, each of said post-use multiple-scale ratings and each of said multiple-scale product ratings comprising a plurality of rating scores with respect to a plurality of corresponding rating scales, **wherein each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product;**

analyze said post-use multiple-scale ratings; and
enable adaptive product recommendations based on the analyzing of said post-use multiple-scale ratings.

The Klingman reference does not disclose, teach, or suggest the computer-readable medium of claim 9, as amended. In rejecting claim 9 and the applicants previous arguments, the Examiner stated that the applicant should have a clearer definition in the claim for multiple-scales. Specifically, the Examiner stated that it is not

clear whether the term multiple-scales is referring to item topics for the products or the numeric values used to rate the products. The Examiner has interpreted the term multiple-scales as the numeric values to rate the products. (*Office Action, page 15*).

The applicant has amended the claim to identify that **each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product**. As noted before, the Klingman reference discloses that if a user's caller ID matches a table in a server, then the user can enter a score in accordance with his/her satisfaction with the product. The Klingman reference also discloses that a web-based form can be used to allow a user to enter a score according to the satisfaction of the product. (*Klingman, col. 10, line 46 - col. 11, line 20.*) There is no mention or disclosure **that the user inputs ratings on multiple scales and that each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product**.

This is not the same as a computer-readable medium encoded with a program, said program, which when executed, causes a computer to acquire post-use multiple-scale ratings from at least one user, said post-use multiple-scale ratings corresponding to at least one product, the one product also being rated by multiple-scale product ratings, **wherein each of the multiple-scale ratings corresponds to a rating of a property of content of the at least one product**. It is not the same because the Klingman reference never discloses that ratings on multiple scales (where the each of the multiple-scale ratings corresponds to a rating of a property of the product) are input. Instead, the Klingman reference discloses only the input of a single rating of

satisfaction or dissatisfaction with a product. Accordingly, applicants respectfully submit that claim 9, as amended, distinguishes over the Klingman reference.

Independent claim 11, as amended, recites limitations similar to those of claim 9, as amended. Accordingly, applicants respectfully submit that claim 11, as amended, distinguishes over the Klingman reference for reasons similar to those discussed above in regard to claim 9, as amended.

Claims 10 and 12 depend directly on claims 9 and 11, respectively. Accordingly, applicants respectfully submit that claims 10 and 12 distinguish over the Klingman reference for the same reasons as those discussed above with regard to claim 9.

Independent claim 13, as amended, distinguishes over the cited references.

Claim 13, as amended, recites:

A computer-readable medium encoded with a program for making product recommendations utilizing multiple rating scales, said program, which when executed, causes a computer to:

obtain a plurality of pre-use multiple-scale selection specifications from a user, each of said pre-use multi-scale selection specifications being a rating score corresponding to a rating scale, **wherein each of the multiple-scale selection specifications corresponds to a rating of a property of content of at least one product;**

obtain a recommendation for a product based on a proximity of said plurality of pre-use multiple-scale selection specifications to the multiple-scale product ratings;

receive input to select the product from the user;

acquire post-use multiple-scale ratings for said product from the user after the product has been selected, said post-use multiple-scale ratings corresponding to the product; and

generate pre/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple-scale selection specifications and the post-use multiple-scale ratings for said products input by the user.

The Klingman reference does not disclose, teach, or suggest the computer-readable medium of claim 13, as amended. As discussed above in regard to claim 9,

as amended, the Klingman reference does not disclose **that each of the multiple-scale selection specifications corresponds to a rating of a property of content of at least one product** because the Klingman reference only is utilizing a single scale rating (satisfaction or dissatisfaction) for the product and not multiple-scale selection specifications corresponding to ratings of a property of the product. Accordingly, claim 13, as amended, distinguishes over the Klingman reference.

Claim 13 further distinguishes over the Klingman reference. The Examiner states that the Klingman reference does not specifically disclose **generating pre/post-discrepancies for the multiple rating scales by determining the difference between the pre-use multiple scale selection specifications and the post-use multiple scale product ratings input by the user**. Applicants agree with Examiner and respectfully submit the claim 13, as amended, further distinguishes over the Klingman reference. Applicants respectfully disagree with the Examiner.

Claim 13, as amended, distinguishes over the Brown reference. In rejecting previously pending claim 14, which included the generating pre/post-use discrepancies limitation, the Examiner stated that the Brown reference disclosed this limitation because the Brown reference discloses profile data associated with the received signals (representing pre-use data) and user profile data generated utilizing user histories of viewed programs (representing post-used multiple-scale product ratings since a lists of suggest products are selected based on the product ratings corresponding to products identified within the user history data). (*Office Action, page 7*). Specifically, the Brown reference discloses that user profiles are established on the basis of data associated with viewed programs and that unviewed programs are

automatically recorded if they correspond to the generated user profile. (*Brown, col. 3, lines 16 - 30*). The Brown reference also discloses that products rating data from the product rating database 14 corresponding to products identified within the user history data is then utilized to generate profiled data identifying categories and groups of categories. The control module of Brown then utilizes the generated profile data stored within the profile storage module to generate lists of suggested products. The Brown reference also discloses that a profile storage module 16 stores data indicative of the a user profile generated utilizing the user history data and the products rating data within the user selection database and the products rating database 14. A user suggestion storage module stores data indicative of suggested products generated utilizing profile data stored within the user profile storage module 16 and data within the product rating database. (*Brown, col. 4, lines 8 - 37*).

This is not the same as a computer-readable medium encoded with a program for making product recommendations utilizing multiple rating scales, said program, which when executed, causes a computer to **generate pre/post-use discrepancies for the multiple rating scales by determining the difference between the pre-use multiple-scale selection specifications and the post-use multiple-scale ratings for said product input by the user.** The Brown reference does not disclose that the user provides feedback (i.e., post-use multiple scale ratings for said product by the user) after the product has been selected. Also, the Brown reference does not mention that any comparison is made between the pre-use multiple-scale selection specifications (i.e., the profile storage module 16 of the Brown reference) and any post-use feedback by the user. The Brown reference does not disclose that a user provides feedback on

the satisfaction of the product. Accordingly, it is impossible to **generate pre/post-use discrepancies for the multiple rating scales** because no post-use measurement is made. Accordingly, claim 13, as amended, distinguishes over the Brown reference in combination with the Klingman reference.

Independent claim 17, as amended, recites limitations similar to claim 13, as amended. Accordingly, applicants respectfully submit that claim 17, as amended, distinguishes over the Klingman / Brown combination for reasons similar to those discussed above in regard to claim 13.

Claims 14, 16, and 20 - 23 depend, indirectly or directly, on independent claims 13 and 17. Accordingly, applicants respectfully submit that claims 14, 16, and 20 - 23 distinguish over the Klingman / Brown combination for the same reasons as those discussed above in regard to claim 13.

Claim 14 further distinguishes over the Klingman and Brown references. Claim 14 recites:

The computer-readable medium of claim 13, said program including instructions, which when executed, cause a computer to:
create a multiple-scale personalized filter for said user based on said pre/post-use discrepancies.

The Examiner states that the Klingman reference discloses creating a multiple-scale personalized filter for said users based on said pre/post-use discrepancies in col. 24, lines 31 - 38 because the Klingman reference discloses that a new score rating is determined based on a providers rating. (*Office Action, page 6*). In this section of the Klingman reference, the disclosure is referring only to receiving an evaluation from a user and determining a new score for the product based on the evaluation and the

previous rating. (*Klingman, col. 24, lines 31 - 38*). This is not **creating a multiple-scale personalized filter** because the Klingman reference is disclosing only that a new score is generated and not that a filter is created. Further, as identified before, **multiple-scales** are not being utilized in the Klingman reference, only one scale is being utilized. Accordingly, claim 14, as amended, further distinguishes over the Klingman reference.

Claim 14, as amended, further distinguishes over the Brown reference. The Examiner, in discussing claim 19, asserts that the Brown reference discloses a personalized filter generator to create a personalized filter for the user based on pre-post use discrepancies which are the differences calculated between said pre-use selection specification and said post-use multiple scale product ratings because the Brown reference discloses a filtered list of products identified as corresponding to the classification of a user's personal preferences which the user has not previously purchased or rented. (*Office Action, page 12; Brown, col. 11, lines 54 - 61*). This disclosure in the Brown reference is not the same as **creating a multiple-scale personalized filter for said user based on said pre/post-use discrepancies**. It is not the same because the filtering in the Brown reference is based on the whether or not the user has previously purchased or rented the product. In other words, the Brown reference specifically discloses that "the list is filtered to remove references to products which have already been obtained by the user" and this is not **creating a filter based on discrepancies between pre- and post-use ratings**, as is recited in claim 14. Further, as discussed above, the Brown reference does not disclose the user providing post-use ratings so the Brown reference cannot disclose creating a filter based on

pre/post-use discrepancies. Accordingly, claim 14, as amended, further distinguishes over the Brown / Klingman combination.

Claim 20 further distinguishes over the cited references. Claim 20 recites:

The system according to claim 19, wherein said calibration unit includes a correlation unit, the correlation unit **collecting a post-use overall rating for the product, determining pre-/post-use discrepancies based on the difference between the pre-use selection specifications and the post-use multiple scale product ratings, and analyzing the pre-/post-use discrepancies to identify which of the rating scales correlate to the post-use overall rating for the product.**

As discussed above, the Klingman and Brown references do not disclose the determination of pre-/post-use discrepancies. In addition, the Klingman and Brown references do not disclose that a post-use overall rating is collected for the product and is then used, along with the pre/post use discrepancies to identify which of the rating scales correlated to the post-use overall rating scale. Accordingly, applicants respectfully submit that claim 20 further distinguishes over the Klingman / Brown combination.

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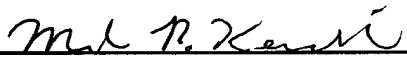
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Applicants believe that the claims are in condition for allowance, and a favorable action is respectfully requested. If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call either of the undersigned attorneys at the Los Angeles telephone number (213) 488-7100 to discuss the steps necessary for placing the application in condition for allowance should the Examiner believe that such a telephone conference would advance prosecution of the application.

Respectfully submitted,

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